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teleflora®

Contact: Missy Miller  
(310) 966-8328  
[mmiller@teleflora.com](mailto:mmiller@teleflora.com)

**TELEFLORA'S INFAMOUSLY SARCASTIC TALKING FLOWERS RETURN TO  
SUPER BOWL XLIV WITH A LEGENDARY CELEBRITY VOICE**

*Emmy® Award Winner Don Rickles Infuses His Style and Sarcasm into the Characterized Flowers That Warn Consumers to Be Wary of What the Flowers You Have Delivered "Might Say"*

**LOS ANGELES (January 20, 2010)** –Don Rickles, also known as “Mr. Warmth,” returns to the small screen as the voice of the sarcastically witty and wilted flowers-in-a-box in Teleflora’s new commercial set to debut during Super Bowl XLIV, on CBS Sunday, February 7, 2010 . Teleflora, the world’s leading [flower delivery](#) service, offering only hand-arranged, hand-delivered floral bouquets, will air the Valentine’s Day themed 30-second spot during the game’s second quarter. The animated flowers-in-a-box are the personified antithesis of the Teleflora difference – proving that if you don’t send with Teleflora, you never know what your [Valentine’s Day flowers](#) might say to the recipient!

Last year marked Teleflora’s first time advertising during the game and this year’s spot brings back the successful talking flowers campaign launched in 2008. The lighthearted spot is staged in an office setting and features the “star” [flower arrangement for Valentine’s Day](#) – the “Red Hot Bouquet.” Like every floral gift from Teleflora, it is personally designed and delivered by a local florist in the recipient’s neighborhood and arrives artistically arranged in a keepsake vase.

“We are thrilled to have someone of Don Rickles’ stature be part of our new spot. Rickles, who is known for his off-beat humor is the perfect choice to voice our sarcastic flowers,” said Shawn Weidmann, President, Teleflora. “With Valentine’s Day - one of the busiest flower buying days right around the corner- we knew that being part of the game’s advertising line-up offers us the chance to reach 150 million potential customers. When it comes time for consumers to purchase their [Valentine’s Day gifts](#), we want to be sure Teleflora is top of mind and there is no better time to remind them than during one of America’s biggest sports events.”

“Let me tell you something, being married to the same lovely woman for the past 44 years is no easy feat. If I have learned anything, it is to keep my wife happy by sending her lavish gifts,” said Don Rickles. “Other men can learn from my success and send their wives and girlfriends fresh [flowers for birthdays](#), anniversaries and of course Valentine’s Day.”

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The commercial will continue to air through Friday, February 12, 2010 on sports focused cable channels and primetime cable shows geared towards male viewers. Teleflora also will conduct home page takeovers on sports enthused sites the week of February 12, with banner ads across several top providers directly linking users to a landing page that offers click-to-call for easy ordering.

Teleflora is extending the creative contradiction of flowers-in-a-box vs. its hand-arranged bouquets online in a “naughty vs. nice” viral execution of the commercial campaign. In the “nice” execution, consumers can send someone a sincere message along with a beautiful, virtual Teleflora bouquet. In the “naughty” execution, the spirit of the talking flowers comes alive with consumer-generated or pre-selected sarcastic messages that are “delivered” with un-arranged, uncut, sloppily packed flowers in a box. With each “naughty or nice” e-card, Teleflora is offering the sender and recipient a discount code from teleflora.com. For more information, customers can log onto [www.teleflora.com](http://www.teleflora.com).

The company’s in-house ad agency, Fire Station, was behind the concept and creation of the hilarious new spot. The spot was produced by Go Film and directed by Tim Hamilton.

### **About Teleflora**

Teleflora is the world’s leading flower delivery service connecting customers with the nation's best local [florists](#) for more than 75 years. All of Teleflora’s flower arrangements are artistically arranged and hand-delivered in keepsake vases using only the freshest [flowers](#) available through its member florist network. Headquartered in Los Angeles, California, Teleflora has over 18,000 member florists throughout the U.S. and Canada, with an additional 20,000 affiliated florists outside North America. Through its extensive member florist network, Web sites including [www.teleflora.com](http://www.teleflora.com) and [www.findaflorist.com](http://www.findaflorist.com), and its toll-free line 1-800-TELEFLORA, the company offers consumers fast, convenient and high-quality flowers and keepsake products.

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